

CTTC Executive Committee Meeting

Wednesday, June 28, 2006

8:00 a.m. – 10:00 a.m.

Commissioner MacRae called the meeting to order by at 8:10 a.m. Roll is taken and the following were present: Commissioner Bilby, Bridwell, Lawrance, MacRae, and Westrope. Others present included: Caroline Beteta, Sue Coyle, Damon Eberhart, Tracy Garrett, Ed Heidig, Jennifer Jasper, Mike Kvarme, Terri Toohey, and Susan Wilcox.

Commissioners absent were: Commissioner Koeberer, and Wright-McPeak

**Motion by Commissioner Lawrance to approve the minutes of February 1 and March 13, 2006.
Second by Commissioner Westrope. All approved.**

It was reported that Commissioner Lawrance was absent from the June 1 meeting.

Motion by Commissioner Westrope to amend and approve minutes from June 1, 2006 meeting. Second by Commissioner Bilby. All approved.

EXECUTIVE DIRECTOR REPORT

Executive Director Beteta reported on the Governor's Trade and Tourism Mission to Mexico that will be held in August (since moved to November). The CTTC has been asked to organize the signature event on the trip. The event will consist of holding a premiere for the IMAX film Wild California with an anticipated attendance of approximately 600 people. This trip will include approximately 75 delegates of which 15 will be representing tourism. The trip will include stops in Mexico City and Monterrey. Executive Director Beteta asks that anyone interested in participating to please let her know immediately. She reported that the Governor has signed the 2006-2007 state budget, which included \$7.3 million for tourism. She reported that the rental car legislation piece was tabled, and should be brought back for consideration in August. She also reported that the CTTC will be holding a Travel Leadership Summit Dinner in Washington D.C. as part of TIA. This night will include individual state congressional dinners to be held by 36 different states.

BUDGET UPDATE

Commissioner Westrope reported that the Commission is moving forward on the office expansion as previously approved. This expansion will add approximately 1,500 square feet of new office space. It was also reported that staff is still recruiting for the Director of Marketing position and other open positions.

Commissioner Bilby reported that the Marketing Committee has approved the budget with one change to increase the Rural Marketing contributions to \$40,000 per year. The additional funds would be taken out of existing rollover funds. She reported that the remaining \$1.5 million in rollover funds will be spent on international marketing as laid out by the International Committee.

Motion by Commissioner Bilby to approve the operations budget as proposed. Second by Commissioner Lawrance. All approved.

NOMINATING COMMITTEE

Commissioner Lawrance reported that the Nominating Committee has been formed to look at open and upcoming Commission slots for the near future. The committee is comprised of the following Commissioners: Commissioners Bazin, Cohn, Gregory, Handlery, Lawrance, MacRae and Zucker. The

committee is also recommending filling the remaining open attractions slot with Ed Litrenta of SeaWorld.

Motion by Commissioner Lawrance to bring Ed Litrenta to the Commission for approval as a Commissioner to fill the open “attractions” spot. Second by Commissioner MacRae. All approved.

FINANCIAL REPORT

Commissioner Westrope reviewed the provided financial report. She reported that format of the financial reports was reviewed and it has been decided that, due to design of the CTTC, changing the format is not possible. She reported that the CTTC will continue to budget on an annual basis. She reported that the financial reports will now include the percentage of the year that has been completed with a corresponding percentage for each budget line item used.

Commissioner Westrope reported that an Audit Committee was formed approximately one year ago and has held the Commission to the highest standards. In doing so, the committee has put together a charter and charter matrix. She reported that the committee has just gone through a self-review and concluded that the Commission has substantial controls; however, the committee felt that staff should be reminded of the code of conduct annually during their performance review. She reported that the committee is recommending removing items 10 and 11 from the charter matrix.

Commissioner Westrope also reported that the audit firm Moss Adams has been selected to complete the CTTC annual audit, which should be starting in August. She anticipates having results by the October meeting.

It was reported that as of June 28, 2006, the CTTC has reached the 60-percent match requirement. Contracts have been signed for the next fiscal year budget. It was also reported that BT&H has agreed to allow us to count Sunset Publishing advertising revenue as matching funds if needed.

ASSESSMENT UPDATE

Terri Toohey reported that by lowering the threshold from eight-percent to one-percent California Tourism will add approximately 2,000 names to the mailing and it is estimated that this will add about \$300,000 in additional revenue.

OTHER BUSINESS

It was reported that the next Commission meeting will be held at the Ritz Carlton in Marina Del Rey on October 24 and 25.

PUBLIC COMMENT

None.

ADJOURNMENT

Meeting adjourned at 9:49 a.m.